

# **MARINES.MIL PUBLIC WEB SITE TRANSFER PROCESS, RESPONSIBILITY AND TIMELINE**

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SUBJ/MARINES.MIL PUBLIC WEB SITE TRANSFER PROCESS, RESPONSIBILITY AND TIMELINE//

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NARR/REF A IS DOD MESSAGE: ESTABLISHMENT OF THE DEFENSE MEDIA ACTIVITY. REF B IS DOD WEB SITE ADMINISTRATION POLICIES AND PROCEDURES. REF C IS DOD DIRECTIVE FOR CLEARANCE OF DOD INFORMATION FOR PUBLIC RELEASE. REF D IS POLICY FOR DEPARTMENT OF DEFENSE (DOD) OPSEC PROGRAM MANUAL. REF E DEFINES THE UNAUTHORIZED RELEASE OF INFORMATION THROUGH PUBLIC WEB SITES.//

POC/GREG READER/CIV/UNIT:PRODUCTION DIRECTORATE /NAME:USMC, DEFENSE MEDIA/TEL:  
(703) 602-8149 /EMAIL:GREGORY.REEDER@AFN.DMA.MIL//

POC/TIM DELOBE/CIV/UNIT:PRODUCTION DIRECTORATE /NAME:USMC, DEFENSE MEDIA/TEL:  
(703) 602-5191 /EMAIL:TIMOTHY.DELOBE@AFN.DMA.MIL//

POC/TOM DORSZ/CIV/UNIT:DEPARTMENT OF DEFENSE/NAME:PUBLIC WEB/TEL:  
(703) 325-8179/EMAIL:ANDREW.KARAM@DMA.MIL//

GENTEXT/REMARKS/1. PURPOSE. THIS MARADMIN PROVIDES THE DETAILS, SCHEDULE AND RESPONSIBILITY FOR TRANSFER AND MANAGEMENT OF ALL PUBLIC WEBSITES CURRENTLY HOSTED ON THE MARINES.MIL SHAREPOINT PLATFORM TO THE NEW DELIVERY CAPABILITY PROVIDED BY THE DEFENSE MEDIA ACTIVITY.

## **2. BACKGROUND:**

A. AS A RESULT OF THE DEFENSE BASE REALIGNMENT AND CLOSURE ACT (BRAC), THE DEFENSE MEDIA ACTIVITY (DMA) WAS ESTABLISHED AND DIRECTED TO MODERNIZE AND STREAMLINE DOD MEDIA OPERATIONS BY CONSOLIDATING ALL OF THE SERVICE COMPONENTS INTO A SINGLE, JOINT, INTEGRATED MULTIMEDIA COMMUNICATIONS ORGANIZATION (REF A). AS PART OF THE BRAC PROCESS, THE MARINE CORPS OFFICE RESPONSIBLE FOR PUBLIC WEB WAS TRANSFERRED TO THE DMA IN OCTOBER 2008. THE MARINE CORPS SUBSEQUENTLY COMPLIED WITH BRAC-RELATED DEFENSE DIRECTIVES TO CONSOLIDATE ALL MARINE CORPS PUBLIC WEB SITES UNDER THE DOD PUBLIC WEB PROGRAM. THE TRANSFER OF SITES WILL ALLOW THE CORPS TO MITIGATE CRITICAL BUDGET AND TECHNICAL SUPPORT ISSUES AND ESTABLISH CONTINUITY AND GROWTH FOR ALL MARINES.MIL SITES. BENEFITS INCLUDE SIGNIFICANT COST SAVINGS TO THE MARINE CORPS, REDUCED CONTENT AND SECURITY RISKS TO THE MARINE CORPS ENTERPRISE NETWORK, INCREASED UNIT AND TOP-LEVEL SITE PERFORMANCE, EXPANDED TECHNOLOGY OPTIONS, AND CONTENT COLLABORATION WITH OTHER SERVICES AND DOD-LEVEL INFORMATION.

B. THE NEW CONTENT MANAGEMENT SYSTEM: AMERICAN FORCES PUBLIC INFORMATION

MANAGEMENT SYSTEM (AFPIMS), WILL PROVIDE A SET OF MARINE CORPS-SPECIFIC TEMPLATES TO SIMPLIFY SITE ADMINISTRATION, WHILE PRESENTING THE PUBLIC WITH A UNIFIED, CONSISTENT BRAND FOR ALL MARINE CORPS SITES. AFPIMS WILL BE SCALABLE TO THOUSANDS OF USERS AND MILLIONS OF CONTENT ITEMS. IT WILL STREAMLINE THE CONTENT-MANAGEMENT PROCESS AND ENABLE THE MARINE CORPS TO DELIVER AN IMPROVED END-USER EXPERIENCE. AFPIMS WILL ALSO OFFER SITE OWNERS / COMMANDERS, COMMUNICATION TECHNIQUES AND CAPABILITIES TO MEET STRATEGIC COMMUNICATION AND CONTENT DELIVERY GOALS.

### 3. MARINES.MIL MIGRATION PLAN:

A. BEGINNING IN FEBRUARY 2011, WEB SITES CURRENTLY STORED ON THE CORPS' EXISTING MICROSOFT OFFICE SHAREPOINT SERVER (MOSS) PLATFORM, HOSTED BY THE MARINE CORPS ENTERPRISE INFORMATION TECHNOLOGY SYSTEM (MCEITS) WILL TRANSFER TO AFPIMS -- HOSTED ON THE DEPARTMENT OF DEFENSE, DEFENSE MEDIA ACTIVITY INFRASTRUCTURE. THE TARGETED COMPLETION DATE OF THIS MIGRATION EFFORT IS NLT 1 AUG 2011.

B. THERE IS CURRENTLY A MORATORIUM ON NEW SITE CREATIONS WITHIN THE SHAREPOINT MARINES.MIL ENVIRONMENT. THAT MORATORIUM IS DUE TO EXPIRE IN FEB 2011. AS A RESULT OF THE TRANSITION OF MARINES.MIL, THE MORATORIUM IS EXTENDED INDEFINITELY. HOWEVER, NEW SITES MAY BE CREATED IN AFPIMS BY UNIT SITE ADMINISTRATORS AFTER SCHEDULED TRANSITION OF PARENT COMMAND SITES. THE BASIC RULE APPLIES FOR UNIT OR ORGANIZATIONAL SITES NOT CURRENTLY HOSTED ON THE MARINES.MIL SHAREPOINT ENVIRONMENT. THESE SITES WILL NOT BE AFFECTED BY THE INITIAL TRANSFER. FOLLOW-ON TRANSFER AND HOSTING OF ALL REMAINING MARINE CORPS PUBLIC WEB SITES WILL BE DIRECTED IN SUBSEQUENT POLICY.

C. EXCEPTIONS. THIS MSG DOES NOT APPLY TO THE FOLLOWING MARINE CORPS RECRUITING COMMAND WEBSITES: MARINES.COM AND MARINEOFFICER.COM. USMC-MCCS.ORG IS EXEMPT DUE TO ITS UNIQUE MISSION AND ASSOCIATED NAF FUNDING ALLOWANCES.

D. NO SITES WILL BE HOSTED ON AFPIMS THAT CONTAIN ANY PERSONALLY IDENTIFYING INFORMATION OR CONTENT REQUIRING PASSWORD PROTECTION. AS A RESULT, MARINE CORPS INTRANET SITES AND THOSE MAINTAINING FOR-OFFICIAL-USE-ONLY (FOUO), OR HIGHER CLASSIFICATION OF INFORMATION ARE NOT CONSIDERED CANDIDATES FOR HOSTING ON AFPIMS.

### 4. COORDINATING INSTRUCTIONS:

A. DOD PUBLIC WEB OFFICE (DOD-PW).

(1) DOD-PW WILL PROVIDE AFPIMS TRAINING FOR ALL SITE ADMINISTRATORS, CONTENT MANAGERS AND CONTENT CONTRIBUTORS.

(2) DOD-PW WILL ASSIGN DEDICATED MIGRATION SPECIALISTS TO SUPPORT EACH, CURRENTLY HOSTED, MARINES.MIL UNIT THROUGH THE MIGRATION PROCESS. THE DMA'S GOAL IS TO OFFER RESOURCES TO COMPLETE THE MARINE CORPS UNIT MIGRATION PROCESS AS SEAMLESSLY AND QUICKLY AS POSSIBLE TO ALLEVIATE THE CORPS' CHALLENGES OF LIMITED MANPOWER AND RESOURCES.

(3) DOD-PW IS RESPONSIBLE TO ALL STAKEHOLDERS IN THE PROGRAM (MARINES, NAVY, AIR FORCE AND DOD) FOR PROMULGATING WEB POLICY, PLANNING FUTURE SYSTEM GROWTH AND DIRECTION, AND FOR DEVELOPING AND MAINTAINING ASSOCIATED HOSTING PLATFORMS AND NETWORK OPERATIONS CENTERS.

(4) DOD-PW IS RESPONSIBLE FOR THE SAFE AND SUCCESSFUL DELIVERY OF SERVICE-SPECIFIC CONTENT.

(5) DOD-PW WILL NOT MANAGE OR DICTATE CONTENT ON THE SYSTEM.

(6) DOD-PW MUST ENSURE AFPIMS DESIGN AND DELIVERY MAINTAINS COMPLIANCE WITH APPLICABLE POLICY, TO INCLUDE REF B.

B. MARINE CORPS DIVISION OF PUBLIC AFFAIRS WILL:

- (1) PUBLISH TRANSITION UPDATES VIA INTERNAL PA COMMUNICATION PRODUCTS.
- (2) PROVIDE OVERSIGHT OF THE MARINES.MIL MIGRATION PROCESS.
- (3) FUNCTION AS THE ADVOCATE FOR CORPS WIDE PUBLIC AFFAIRS ISSUES TO THE DEFENSE MEDIA ACTIVITY, MARINE CORPS PRODUCTION DIRECTORATE.
- (4) OFFER HQMC-LEVEL FEEDBACK AND SUPPORT ON ANY CORPS WIDE, MARINES.MIL MIGRATION-RELATED ISSUES.

C. THE DMA, MARINE CORPS PRODUCTION DIRECTORATE (DMA-MCPD) WILL:

- (1) DEFINE REQUIREMENTS, POLICIES AND PROCEDURES FOR STANDARDIZED, CORPS WIDE ONLINE STYLES, DESIGN BRANDING, SITE AND SYSTEM FUNCTIONALITY AND ALL NECESSARY COMPONENTS FOR DEVELOPMENT OF MARINES.MIL ON THE AFPIM SYSTEM.
- (2) IDENTIFY, ANALYZE, AND SCHEDULE ALL SITES TO BE MIGRATED FROM THE EXISTING MARINES.MIL HOSTING ENVIRONMENT AND DEVELOP A TIMELINE, PRIORITIES AND TASK LISTS FOR SITE MIGRATION TO AFPIMS.
- (3) COORDINATE SCHEDULING WITH DOD-PW MIGRATION SPECIALISTS AND MARINE CORPS UNIT WEB STAFF; ASSIGNED SITE MIGRATION PERSONNEL.
- (4) COMMUNICATE WITH MARINE CORPS PUBLIC AFFAIRS SHOPS TO EDUCATE THE MARINE CORPS COMMUNITY ON HOW TO NAVIGATE INFORMATION ARCHITECTURE CHANGES.
- (5) DISTRIBUTE E-MAIL UPDATES TO APPROPRIATE PERSONNEL DURING WEBSITE PREPARATION, MIGRATION AND DEPLOYMENT PHASES OF THE MOVEMENT PROCESS.
- (6) FUNCTION AS THE ADVOCATE FOR THE MARINE CORPS DIVISION OF PUBLIC AFFAIRS TO THE DEFENSE MEDIA ACTIVITY AND DOD-PW.
- (7) CONTINUE TO OPERATE AND MAINTAIN THE CORPS' FLAGSHIP WEBSITE / FRONT END AT MARINES.MIL AND COORDINATE CONTENT BALANCE BETWEEN THE NEW MARINES.MIL ENVIRONMENT AND THE LEGACY HOSTING PLATFORM UNTIL TRANSITION IS COMPLETE.

D. MARINE CORPS UNITS:

- (1) IDENTIFY UNIT PERSONNEL TO PERFORM UNIT-SPECIFIC DUTIES ASSOCIATED WITH SITE MIGRATION. ASSIGNED UNIT MIGRATION PERSONNEL WILL BE EXPECTED TO FUNCTION AS THE POINT OF CONTACT AND LIAISON TO DOD-PW MIGRATION SPECIALISTS.
- (2) PROVIDE THE NAME, EMAIL ADDRESS AND PHONE NUMBER OF UNIT PERSONNEL ASSIGNED WITH MIGRATION TASKS TO: DOD-PW (TOM.DORSZ@AFN.DMA.MIL) AND DMA-MCPD (GREGORY.REEDER@AFN.DMA.MIL) NLT 24 FEB 2011. IDENTIFICATION OF RESPONSIBLE UNIT MIGRATION PERSONNEL IS IMPERATIVE FOR SCHEDULING, COORDINATION, TRAINING AND ACCESS TO THE NEW AFPIMS ENVIRONMENT. PERSONNEL WITH ACCESS TO THE PUBLIC AFFAIRS INTRANET ARE ENCOURAGED TO ENTER RESPONSIBLE UNIT PERSONNEL INFORMATION ON THE MIGRATION SITE PROVIDED AT THE FOLLOWING ADDRESS:

[HTTPS://SLASHSLASHEHQMC.USMC.MIL/ORG/PA/MDM/DEFAULT.ASPX](https://slashehqmc.usmc.mil/org/pa/mdm/default.aspx)

- (3) UNIT WEB SITE DUTIES AND CONTENT MANAGEMENT FUNCTIONS WILL REMAIN UNDER THE CONTROL OF EACH RESPECTIVE MARINE CORPS UNIT TRANSFERRING FROM MARINES.MIL INTO AFPIMS.
- (4) UNIT PERSONNEL ARE RESPONSIBLE TO THEIR RESPECTIVE COMMANDS FOR COMPLIANCE WITH REFERENCES B THROUGH E TO ENSURE INFORMATION POSTED ONLINE IS CLEARED FOR RELEASE, DOES NOT VIOLATE OPSEC POLICIES, PROCEDURES OR GUIDELINES, AND THAT CONTENT CRITERIA AND CONSIDERATIONS ARE MAINTAINED APPROPRIATELY.

5. MIGRATION SCHEDULE:

- A. IN ORDER TO BUILD A SOLID FOUNDATION OF TRANSFERRED SITES, THE INITIAL COLLECTION OF

10 UNIT SITES TRANSFERS WAS SELECTED BASED ON CRITERIA WHICH PROVIDE MIGRATION SPECIALIST WITH EXPOSURE TO VARIED SIZES, SCOPES, COMPLEXITY AND TYPES OF SITES, PERSONNEL AND CONTENT.

B. SITES WILL BE TRANSFERRED CONCURRENTLY, MEANING ONCE A UNIT SITE BEGINS THE TRANSFER PROCESS, ADDITIONAL SITES WILL CONTINUE TO BE SCHEDULED FOR MOVEMENT - PRIOR TO PREVIOUS SITE TRANSFER COMPLETIONS. THIS WILL ENSURE CONTINUED PROGRESS TOWARD EVENTUAL MOVEMENT OF ALL MARINES.MIL SITES.

C. TIMELINE: THE FOLLOWING TEN UNITS (AND THEIR SUBORDINATE SITES) ARE THE FIRST SCHEDULED FOR TRANSFER TO AFPIMS:

- (1) MARINE CORPS FORCES PACIFIC
- (2) MARINE CORPS FORCES COMMAND
- (3) 1ST MARINE LOGISTICS GROUP
- (4) 11TH MARINE EXPEDITIONARY UNIT
- (5) MARINE CORPS INSTALLATIONS EAST
- (6) MARINE CORPS INSTALLATIONS WEST
- (7) MARINE CORPS BASE CAMP LEJEUNE
- (8) II MARINE EXPEDITIONARY FORCE
- (9) HQMC AVIATION DIVISION
- (10) 31ST MARINE EXPEDITIONARY UNIT

D. MORE DETAILS ON THE EXTENDED TRANSITION SCHEDULE FOR THE REMAINING 120-PLUS SITES TO BE TRANSFERRED IS LOCATED ON THE MARINES.MIL MIGRATION INTRANET SITE. THE SITE IS AVAILABLE TO TRANSITIONING PERSONNEL TO ASSIST WITH COORDINATING INSTRUCTIONS, REFERENCE MATERIAL AND SAMPLE LAYOUTS.

[HTTPS://SLASHSLASHEH.QMC.USMC.MIL/ORG/PA/MDM/DEFAULT.ASPX.](https://slasheh.hqmc.usmc.mil/org/pa/mdm/default.aspx)

E. UNIT PERSONNEL / SITE OWNERS SCHEDULED FOR TRANSFER WILL BE CONTACTED BY A MIGRATION SPECIALIST 30 DAYS IN ADVANCE OF THEIR RESPECTIVE SITE START DATE.

6. THIS MARADMIN IS APPLICABLE TO MARINE CORPS TOTAL FORCE.

7. RELEASE AUTHORIZED BY COL B. F. SALAS, DIRECTOR, DIVISION OF PUBLIC AFFAIRS.//